

WHAT IS CLAIMED IS:

1 1. A computer-implemented method for interfacing with a resident
2 application of a computer system, a data file received in a background space
3 of said computer system via a transmission medium using a polite push data
4 transmission technique, comprising:

5 generating a user interface having plural command interfaces; and
6 issuing an instruction to said resident application by selecting one of
7 said plural command interfaces,

8 wherein selection of a first one of said plural command interfaces
9 transfers said data file to a foreground space of said computer system and
10 causes said resident application to open said received data file, and selection
11 of a second one of said plural command interfaces deletes said received data
12 file without opening said data file or transferring said data file to said
13 foreground space.

1 2. The method of claim 1, wherein the step of generating a user
2 interface having plural command interfaces further comprises:

3 generating a notification icon upon arrival of said data file; and
4 converting said notification icon into said user interface upon user
5 selection of said notification icon.

1 3. The method of claim 2, wherein selection of a third one of said
2 plural command interfaces delays opening of said data file for a selected time
3 period.

1 4. The method of claim 3, wherein selection of a fourth one of said
2 plural command interfaces opens a browser and commands said browser to
3 link to a specified address.

1 5. The method of claim 4, wherein said user interface further
2 comprises a text box in which information describing said received data file is
3 contained.

1 6. The method of claim 5, wherein said data file is an advertisement
2 for goods or services subject of an advertising campaign.

1 7. The method of claim 6, wherein a survey resides at said specified
2 address.

1 8. The method of claim 2, wherein generating a notification icon upon
2 arrival of said data file further comprises:

3 generating a first notification icon upon initiation of said arrival of
4 said data file; and

5 generating a second notification icon upon completion of said arrival of
6 said data file.

1 9. The method of claim 8, wherein said second icon is full size and said
2 first icon is reduced size relative to said second icon.

1 10. A computer-implemented user interface for opening a media file
2 transmitted to a background space of a computer system via a network using
3 a polite push data transmission technique, comprising:

4 a first command interface, the execution of which transfers said media
5 file to a foreground space of said computer systems and opens said media file;
6 and

7 a second command interface, the execution of which deletes said media
8 file without opening said media file or transferring said media file to said
9 foreground space.

1 11. The user interface of claim 10, and further comprising:

2 a third command interface, the execution of which delays opening of
3 said media file for a selected time period.

1 12. The user interface of claim 11, and further comprising:

2 a fourth command interface, the execution of which establishes a link
3 with an address associated with an originator of said media file.

1 13. The user interface of claim 12, wherein said first, second, third
2 and fourth command interfaces all form part of a first level icon, and further
3 comprising:

4 a second level icon, the selection of which drills down to said first level
5 icon.

1 14. A computer-implemented user interface for opening a media file
2 transmitted to a background space of a computer system by a remote
3 application via a network using a polite push data transmission technique,
4 comprising:

5 a first selectable command interface, the selection of which causes an
6 application residing on said computer system to initiate a first operation on
7 said media file;

8 a second selectable command interface, the selection of which causes
9 said resident application to initiate a second operation on said media file; and

10 a notification application coupled to said first and second command
11 interfaces, said notification application transmitting a notification to said
12 remote application upon selection of either said first selectable command
13 interface or said second selectable command interface,

14 said remote application constructing an evaluation of an advertising
15 campaign being at least partially conducted by transmitting said media file
16 to said computer system, said evaluation constructed using notifications
17 issued by said notification application in response to selection of either said
18 first or second selectable command interfaces.

1 15. The user interface of claim 14, wherein:

2 selection of said first command interface opens said media file and
3 causes said notification application to issue a notification of an opening of
4 said transmitted media file; and

 selection of said second command interface deletes said media file and
causes said notification application to issue a notification of a deletion of said
transmitted media file prior to opening thereof.

1 16. The user interface of claim 15, wherein:
2 selection of said first command interface causes said resident
3 application to transfer said media file to a foreground space of said computer
4 system before opening thereof; and
5 selection of said second command interface causes said resident
6 application to delete said media file without transfer to said foreground
7 space.

1 17. The user interface of claim 16, and further comprising:
2 a third selectable command interface, the selection of which causes
3 said resident application to delay transfer of said media file to said
4 foreground space and opening of said media file for a selected time period
5 and causes said notification application to issue a notification of a delay in
6 opening said media file; and
7 said remote application constructing said evaluation of said
8 advertising campaign using said notifications issued upon selection of said
9 third command interface.

1 18. The user interface of claim 17, and further comprising:
2 a fourth command interface, the selection of which causes said
3 resident application to establish a link with an address associated with an
4 originator of said media file;
5 said remote application constructing said evaluation of said
6 advertising campaign using information received during interchanges
7 conducted after establishment of said link.

1 19. A computer-implemented user interface for opening a media file
2 transmitted to a background space of a computer system via a network using
3 a polite push data transmission technique, comprising:

4 means for generating an icon in a foreground space of said computer
5 system in response to receipt of said media file by said computer system in
6 said background space thereof;

7 means for generating at least one command interface in response to an
8 operator of said computer system selecting said icon; and

9 means for initiating execution, in said background space of said
10 computer system, of a first operation on said media file by selecting a first
11 one of said at least one command interface.

1 20. The user interface of claim 19, and further comprising:

2 means for issuing, in response to said selection of said first command
3 interface, a notification to a remote application;

4 wherein said notifications are used by a remote application to
5 construct an evaluation of an advertising campaign being at least partially
6 conducted by transmitting said media file to said computer system.

1 21. The user interface of claim 19 wherein said first operation
2 initiated by selection of said first command interface is a delete operation.